



Buy Detail Report

Revision #: Date: 7/9/2012

Client: Ben McAdams for Salt Lake County Mayor
Media: TV
Product: Mayor
Market: Salt Lake City-Ogden
Primary Demo: Adults 25-64
Separation between spots: 30

Estimate: 318
Description: Ben McAdams TV
Flight Start Date: 9/17/2012 05:00 AM
Flight End Date: 11/4/2012 04:59 AM
Buyer: Amanda Chew

Vendor: KSL-TV
 55 North 3rd West
 Salt Lake City, UT 84010-1160
E-Mail: shannon.roberts@ksl.com
Phone: 801-575-5845
Fax: 801-575-5830

Send Billing To: Love Communications
 546 S. 200 W
 Salt Lake City, UT 84101
Phone: 801-519-8880
Fax: 801-519-8884

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks						Total Spots	Adults 25-64 Rtg/CPP
					9/17	9/24	10/1	10/15	10/22	10/29		
KSL-TV												
14	MTuWThF 6:00a- 7:00a KSL 5 NW TDY 2	\$160.00	\$136.00	30	1	1	1	1	1	1	6	2.0 \$80.00 \$68.00
15	MTuWThF 6:00a- 7:00a KSL 5 NW TDY 2	\$80.00	\$68.00	15	1	1	1	1	1	1	6	2.0 \$40.00 \$34.00
16	MTuWThF 7:00a- 8:00a TODAY SHW	\$330.00	\$280.50	30	2	2	2	2	2	2	12	2.5 \$132.00 \$112.20
17	MTuWThF 8:00a- 9:00a TODAY SHW	\$230.00	\$195.50	30	1	1	1	1	1	1	6	1.5 \$153.33 \$130.33
18	MTuWThF 8:00a- 9:00a TODAY SHW	\$115.00	\$97.75	15	1	1	1	1	1	1	6	1.5 \$76.67 \$65.17
19	MTuWThF 9:00a-10:00a TODAY SHW2-NBC	\$70.00	\$59.50	15	2	2	2	2	2	2	12	1.0 \$70.00 \$59.50
20	MTuWThF 10:00a-11:00a RACHAEL RAY	\$125.00	\$106.25	30	1	1	1	1	1	1	6	1.0 \$125.00 \$106.25
21	MTuWThF 10:00a-11:00a RACHAEL RAY	\$63.00	\$53.55	15	1	1	1	1	1	1	6	1.0 \$63.00 \$53.55
22	MTuWThF 12:00p- 1:00p KSL 5 NWS-NOON<	\$125.00	\$106.25	30	1	1	1	1	1	0	5	1.0 \$125.00 \$106.25
23	MTuWThF 12:00p- 1:00p	\$63.00	\$53.55	15	1	1	1	1	1	0	5	1.0



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		Phone: 801-575-5845	
		Fax: 801-575-5830	

Line No	Daypart Program	STN Gross	STN Net		Wks							Total Spots	Adults 25-64 Rtg/CPP
				Dur	9/17	9/24	10/1	10/15	10/22	10/29			
KSL-TV													
	KSL 5 NWS-NOON<												\$63.00
													\$53.55
24	MTuWThF 5:00p- 5:30p	\$300.00	\$255.00	30	1	1	1	1	1	1		6	2.0
	KSL 5 NWS AT 5<												\$150.00
													\$127.50
25	MTuWThF 5:00p- 5:30p	\$150.00	\$127.50	15	1	1	1	1	1	1		6	2.0
	KSL 5 NWS AT 5<												\$75.00
													\$63.75
26	MTuWThF 6:00p- 6:30p	\$325.00	\$276.25	30	2	2	2	2	2	2		12	2.0
	KSL 5 NWS AT 6<												\$162.50
													\$138.13
27	MTuWThF 6:30p- 7:00p	\$300.00	\$255.00	30	1	1	1	1	1	1		6	2.0
	KSL 5 NWS-6:30<												\$150.00
													\$127.50
28	MTuWThF 6:30p- 7:00p	\$150.00	\$127.50	15	1	1	1	1	1	1		6	2.0
	KSL 5 NWS-6:30<												\$75.00
													\$63.75
29	M 7:00p- 9:00p	\$1,900.00	\$1,615.00	30	0	0	1	1	0	1		3	6.0
	THE VOICE												\$316.67
													\$269.17
30	MTuWThF 10:00p-10:35p	\$1,250.00	\$1,062.50	30	2	2	2	2	2	2		12	5.0
	KSL 5 NWS-10<												\$250.00
													\$212.50
31	Tu 9:00p-10:00p	\$1,900.00	\$1,615.00	30	1	1	0	0	1	0		3	6.0
	PARENTHOOD-NBC												\$316.67
													\$269.17
32	Su 7:00p- 9:30p	\$1,950.00	\$1,657.50	30	0	0	1	1	0	0		2	7.0
	sun night football												\$278.57



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Line No	Daypart Program	STN Gross	STN Net	Dur	Wks						Total Spots	Adults 25-64 Rtg/CPP
					9/17	9/24	10/1	10/15	10/22	10/29		
KSL-TV												
33	Su 10:00p-10:35p	\$625.00	\$531.25	15	1	1	1	1	1	1	6	\$236.79
	KSL 5 NWS 10P SUN											5.0
												\$125.00
												\$106.25
34	Su 10:35p-11:05p	\$350.00	\$297.50	30	1	1	1	1	1	1	6	3.0
	SPORTSBEAT SUN											\$116.67
												\$99.17
				Total Spots:	23	23	24	24	23	21	138	
				Total GRP/GIMP(Mil):	54.0	54.0	61.0	61.0	54.0	52.0		336.0
				Total CPP/CPM:								\$166.15
												\$141.23
	Total Cost:	\$55,828.00	\$47,453.80								138	

Disclaimer: